

Statement of Work

Lake Okeechobee Photo Contest 2008 Calendar

A. Introduction/Background

The Okeechobee Service Center has been considering having photo contest/calendar for a few years. We will officially open our contest in 2/07 and announce our seeking photographs for the 2008 Lake Okeechobee calendar. Individuals may submit no more than three (3) entries for judging. This contest is open to amateur photographers only. Employees of the SFWMD and their families are not eligible to participate in the contest.

B. Objectives

This 2008 Lake Okeechobee Calendar will be used as a promotional giveaway in the Lake Okeechobee area. This piece will appeal to people living on and around the lake. The calendar will be distributed through our service center.

C. Scope of Work

4/4-color, 28-page 8.75 x 11.75 – 100# gloss
Drill 1/8 hole
Quantity printed = 15,000

The project manager coordinates all the entry requirements, contest rules, advertising, design, printing and distribution. All rules, requirements and judging will be determined through the Lake Okeechobee Photo Contest team.

D. Work Breakdown Structure/Schedule of Tasks and Deliverables

1. Entry requirements, contest rules and official entry form complete by 1/07
2. All contest requirements, rules and entry form will be available as a downloadable pdf on the Okeechobee Service Center website by 2/07
3. Publicity – press releases and advertising to begin in 2/07
4. Contest open in 2/07
5. Calendar shell design complete by 7/07
6. All contest entries must be received by 7/31/07
7. 12 winning photographs will be announced on the website by 8/31/07.
8. Artwork delivered to printer by 9/30/07.
9. 15,000 calendars delivered to Okeechobee Service Center by 11/1/07.